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# *Household Purchases of*



- **FLUID MILK**
- **NONFAT  
DRY  
MILK**
- **BUTTER**
- **MARGARINE**

*by Regions and Retail Sales Outlets,*

*April-June 1957*

**UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
Washington, D. C.**

**October 1957**

**HPD-47**

## PREFACE

This is one in a series of quarterly reports on household purchases of fluid milk, nonfat dry milk, butter, and margarine, by geographic regions and types of retail outlets. This series previously also contained data on household purchases of cheese. The quarterly reports supplement the monthly series, "Household Purchases of Fluid Milk, Nonfat Dry Milk, Butter, and Margarine," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 6,000 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF FLUID MILK, NONFAT  
DRY MILK, BUTTER AND MARGARINE, BY REGIONS  
AND RETAIL OUTLETS, APRIL-JUNE 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for 13-week periods.

FLUID MILK 1/

Total milk: United States household consumers purchased an estimated total of 3,952 million quarts of fluid milk (whole and skim) during April-June 1957, a gain of 218 million quarts or about 6 percent over the comparable 1956 period and slightly over 10 percent more than the purchase volume 3 years earlier. Purchases of whole milk during this quarter continued to account for about 94 percent of the total volume of fluid milk bought by householders.

Fluid milk purchases were higher in each of the 5 regions than in the corresponding quarter in 1956 and 1954. About 2 out of every 3 quarts of fluid milk bought for home use in the U. S. were purchased in the Northeast and North Central regions. 2/ Consumers obtained nearly half of their fluid milk purchases through house-to-house deliveries during April-June 1957, while buying at independent groceries accounted for 25 percent of the total purchase volume. 3/ Compared with a year earlier, the consumer purchase volume of fluid milk in April-June 1957 increased in all retail sales outlets.

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1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ The 5 regional areas are defined as follows: NORTHEAST--New England, Middle Atlantic States, and District of Columbia; NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North and South Dakota, Iowa, Missouri, Nebraska, and Kansas; SOUTH--Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky, Tennessee, Arkansas, and Louisiana; MOUNTAIN-SOUTHWEST--Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Oklahoma, and Texas; and PACIFIC--Washington, Oregon, and California. The approximate distribution of the 1956 U. S. population is 28.4 percent in the Northeast, 29.2 percent in the North Central region, 21.6 percent in the South, 10.1 percent in the Mountain-Southwest, and 10.6 percent in the Pacific.

3/ Retail outlets are defined as follows: NATIONAL CHAINS--A&P, Kroger, and Safeway Stores; REGIONAL AND LOCAL CHAINS--Those chains having 4 or more stores (excluding national chains); INDEPENDENT GROCERIES--independently owned stores, groups of stores not in above categories, and voluntary associations of independently owned stores; HOUSE-TO-HOUSE--purchases from milkmen or other wagon salesmen; OTHER--purchases in creameries or dairy stores, roadside stands, department and speciality food stores, and from farmers.

In 3 regions--the South, Mountain-Southwest, and Pacific--per capita purchases of fluid milk increased more than a quart in April-June 1957 over a year earlier. <sup>4/</sup> The sharpest gain was registered in the South although buying in that region was at less than half the rate in the Northeast, North Central, and Pacific regions.

Fluid whole milk: Fluid whole milk purchases by householders during April-June 1957 were estimated at 3,726 million quarts, a gain of 6 percent from April-June 1956 and nearly 10 percent greater than in the comparable period of 1954. <sup>5/</sup> Purchases in all regions also were up from the corresponding quarter in 1956 and 1954. The largest increases--12 percent and 13 percent, respectively--were registered in the South and in the Pacific Coast States.

Increased purchases of whole milk in larger-than-quart units continued to be reflected in the April-June 1957 data. As between comparable periods in 1954 and 1956, the volume of whole milk purchased in half-gallon and gallon containers again increased in all regions from a year earlier. The volume bought in single-quarts again declined in all regions.

During April-June 1957, U. S. consumers bought almost 1,370 million quarts of whole milk in half-gallon containers, an increase of 305 million quarts or 29 percent over the same quarter a year earlier. Gains ranged from 32 million quarts in the Mountain-Southwest to 92 million quarts in the North Central region; both represented increases of about 18 percent. In the Northeast, purchases of whole milk in half-gallon units increased by 78 million quarts, a gain of 71 percent.

In the North Central and Mountain-Southwest regions, April-June 1957 buying of whole milk in half-gallon units amounted to 50 and 65 percent, respectively, of total regional purchases, both up about 6 percentage points from the comparable 1956 period.

Purchases of whole milk in gallon containers rose from 234 million quarts in April-June 1956 to 264 million quarts in the April-June 1957 quarter, up 13 percent. Almost 2 out of every 3 quarts bought in gallon containers were purchased in the North Central region during April-June 1957. The purchase volume in the North Central region amounted to 170 million quarts and ranged from 17 to 28 million quarts in the other 4 regions. Sharp gains were registered in the South, Northeast, and Pacific regions over a year earlier.

About 2,088 million quarts of fluid whole milk were purchased in quart size containers by U. S. householders during April-June 1957, a decline of almost 6 percent from the same quarter a year earlier. Consumers in the Northeast accounted for more than one-half of total U. S. purchases in single-quarts during April-June this year. The quantity of whole milk bought in

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<sup>4/</sup> Per capita purchases are based on total U. S. civilian, non-institutional population.

<sup>5/</sup> Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.



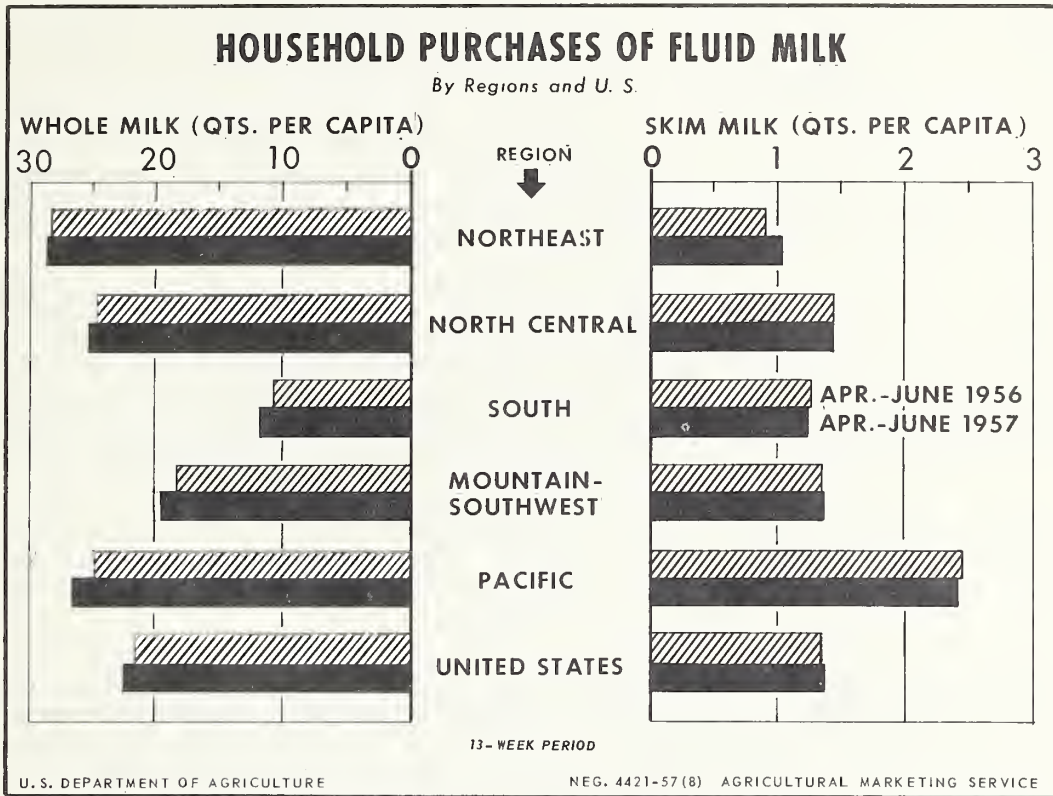


Figure 1

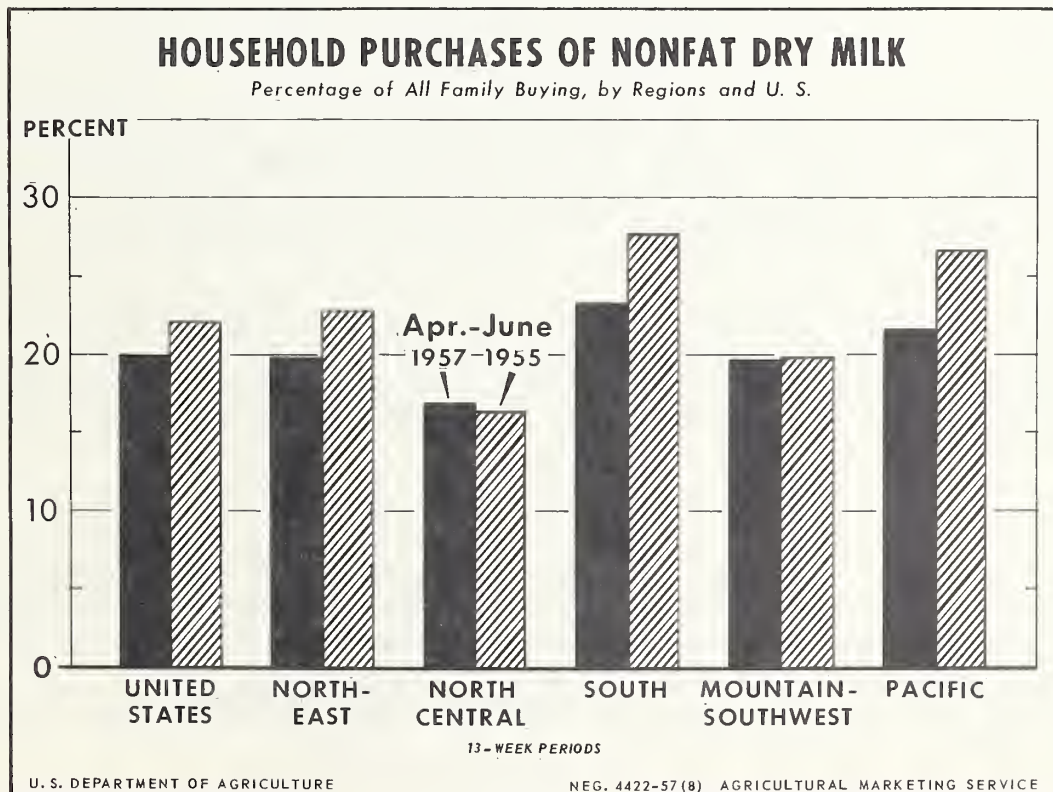


Figure 2

quart containers declined moderately in all regions from a year earlier, ranging from 2 percent in the Pacific to about 9 percent in the North Central and the Mountain-Southwest.

Whole milk purchased in single-quart containers continued to predominate in the Northeast, South, and Pacific during April-June 1957. In the Northeast single-quart purchases accounted for 83 percent of the total purchase volume; in the South, 51 percent; and in the Pacific, 58 percent.

Half of all whole milk purchased by U. S. householders during April-June 1957 was obtained through house-to-house delivery. About 63 percent of all whole milk purchased in single-quarts was bought on a house-to-house delivery basis. The volume of whole milk bought in half-gallon units increased sharply over the April-June 1956 period in all outlets with gains from 32 to 36 percent reported for chain stores and house-to-house deliveries.

The average price paid by U. S. householders for whole milk during April-June 1957 was 22.9 cents per quart, up 0.6 cents from a year earlier and 1.2 cents from April-June 1954. The average price increased in all regions and in all retail outlets from a year earlier.

Fluid skim milk: Householders bought 226 million quarts of fluid skim milk items during April-June 1957, up 3 percent from the same quarter a year earlier and 26 percent from April-June 1954. <sup>6/</sup> The principal gain was concentrated in the Northeast where purchases rose from 41 to 46 million quarts in April-June 1957; slight gains occurred in the North Central and Pacific regions. The purchase volume remained unchanged in the Mountain-Southwest and declined slightly in the South. Per capita purchases ranged from about one quart in the Northeast to 2.4 quarts in the Pacific.

Skim milk buyers have not followed the purchase pattern for the various size containers established by users of whole milk. Buying of skim items in single-quarts increased slightly in April-June 1957, while the volume sold in gallon units declined about 9 percent as compared with the same quarter a year earlier. The purchase volume in half-gallon containers rose 11 percent since April-June 1956.

More than three-fourths of the volume of skim milk purchased by U. S. householders was bought in single-quart containers in the 2nd quarter of 1957, about the same as in April-June 1956. House-to-house deliveries of skim items in single-quarts accounted for nearly 40 percent of the purchase volume, about the same as a year earlier.

#### NONFAT DRY MILK

An estimated 41.9 million pounds of nonfat dry milk were purchased for home use during April-June 1957, nearly the same as 2 years earlier but about 23 percent more than in the comparable period in 1954.

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<sup>6/</sup> Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim drinks.

The purchase volume, the percentage of families buying, and the per capita purchase rate for nonfat dry milk declined in all but the North Central region in April-June 1957 compared with the same period 2 years ago. Purchases in the North Central region in April-June 1957 rose about 12 percent from the earlier period while losses up to 8 percent were registered in the other four regions.

About one out of every five families in the U. S. bought nonfat dry milk during April-June 1957, down about 2 percentage points from the level of 2 years earlier. The percentage of buying families continued to be lowest in the North Central region.

Consumers reported a slight rise from the same quarter 2 years earlier in average prices paid for nonfat dry milk. The principal change occurred in the Northeast where the price paid increased from 39.0 to 41.6 cents per pound. Price changes in the other regions did not exceed one-half cent. During April-June 1957, the average size of purchase per buying family was higher than in the comparable period 2 years ago in all regions, but the frequency of purchases declined.

Total purchases of nonfat dry milk in regional and local chain stores increased about 21 percent over April-June 1955 but decreased in other retail sales outlets. Regional and local chains, the principal retail outlets for this product, accounted for nearly 35 percent of the total volume bought by consumers in April-June 1957 compared with about 29 percent in April-June 1955.

#### BUTTER

U. S. householders bought approximately 210 million pounds of butter in the second quarter of 1957, up slightly from April-June 1956. The purchase volume this quarter was the highest yet reported for April-June in the 4-year series, and reflected a 13 percent gain since 1954. Compared with April-June 1956, butter purchases were up nearly 6 million pounds, with increased buying in the North Central region accounting for more than one-half of the gain. In all other regions purchases rose fractionally from the same quarter a year earlier. About 4 out of every 5 pounds of butter purchased in the U. S. during April-June 1957 were bought in the Northeast and North Central States, although these two regions contain only about 58 percent of the U. S. population.

Total U. S. butter purchases for household use increased about 3 percent from April-June 1956, but purchases on a per capita basis rose less than one percent in the same period.

Householders in the Northeast and Pacific regions reported declines in per capita purchase rates during April-June 1957, while those in the North Central States and the South reported slight gains over a year earlier. Purchases per capita in the Mountain-Southwest rose nearly 9 percent, but the rate in this region was less than one-third that in either the Northeast or North Central region. In the South per capita buying remained the lowest regionally, at 0.36 pounds.



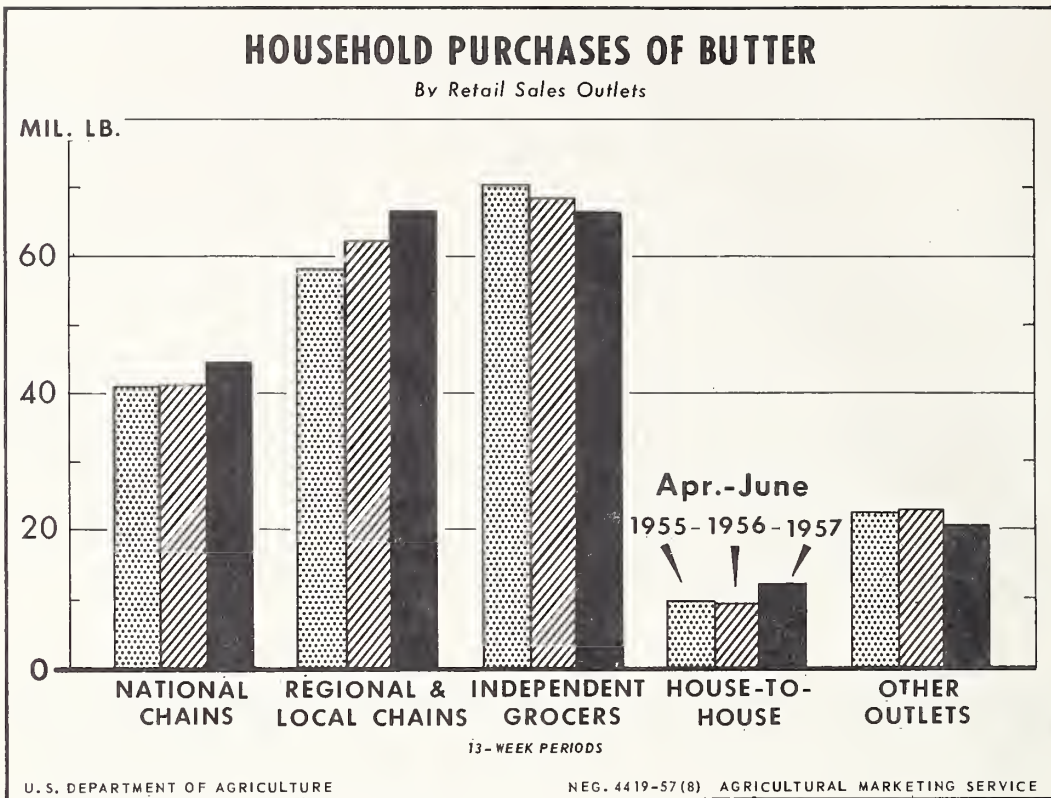


Figure 3

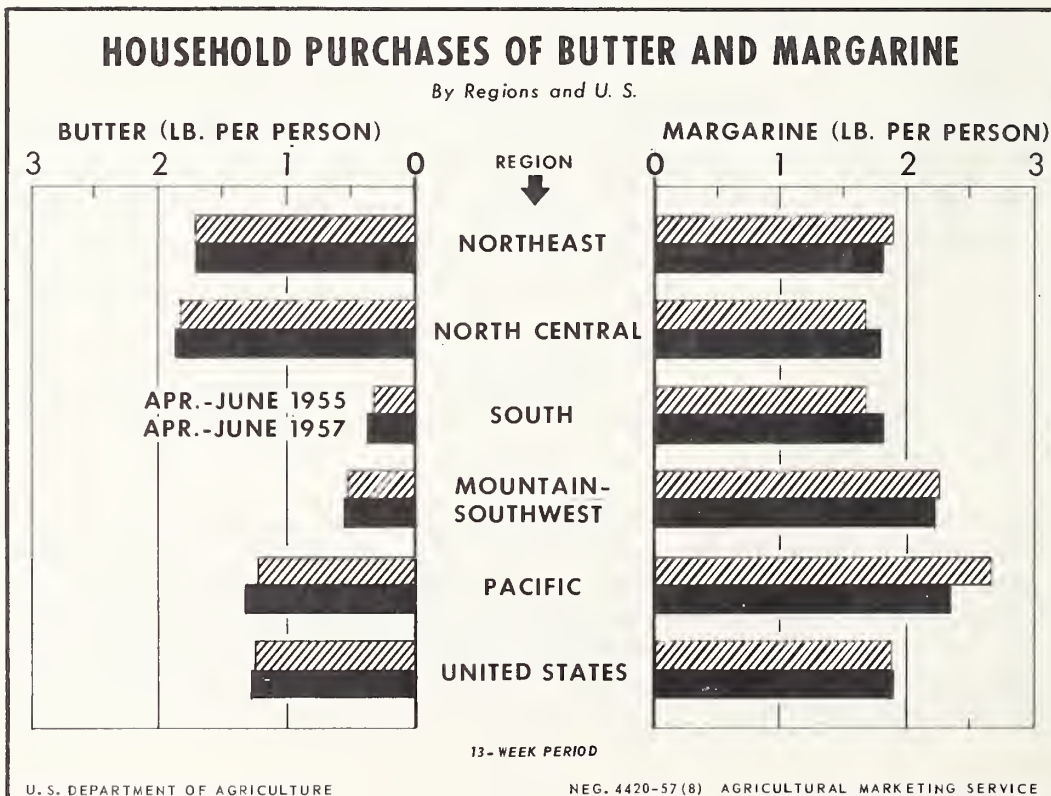


Figure 4

Nationally, consumers paid 70 cents per pound for butter in this quarter compared with 68.2 cents per pound in 1956. The average price paid per pound, up in all regions, ranged from 68 cents in the Pacific to nearly 75 cents in the Mountain-Southwest. These two regions also showed the smallest and largest gains, respectively, in the average price over the previous comparable period.

U. S. consumers purchased a greater quantity of butter during April-June 1957 than a year ago in national, regional, and local chains, and through home deliveries. Buying declined slightly in independent groceries and "other" outlets. About 63 percent of all butter purchases were obtained in regional and local chains or independent groceries, with the volume about equally divided between these 2 types of outlets. Since April-June 1954 independent grocers have lost a considerable share of their household-consumer butter market to regional and local chains. The proportion of the total quantity of butter bought at independent groceries declined 5 percentage points over the period, while purchases in regional and local chain outlets increased 4 percentage points. National chains, home deliveries, and "other" outlets shared about the same proportion of the market as in April-June 1954.

Householders paid more for butter in April-June 1957 than in the same quarter a year earlier in all outlets. The average price paid for butter purchased in "other" outlets (which include creameries, dairy stores, roadside stands, department and speciality stores, and from farmers) was at the lowest level and increased the least of all the outlets from April-June 1956. The average price paid for butter in independent stores showed the greatest increase from the comparable quarter in 1956.

#### MARGARINE

Total purchases of margarine for household use in the 13-week period, April-June 1957, amounted to about 314 million pounds, up 3 percent from the comparable quarter 2 years earlier and 14 percent from April-June 1954, which was about the same percentage gain as shown for butter in the 3-year period.

Slight declines in margarine purchases were reported in the Northeast and Pacific, while the volume bought in the North Central region and in the South advanced 9 to 10 percent from 2 years earlier. Margarine purchases in the Mountain-Southwest also rose slightly.

A comparison of the regional differences in per capita household purchases has shown that the buying of margarine was considerably more uniform throughout the United States than was true for butter. During April-June 1957, per capita purchases of margarine ranged from 1.8 pounds in the Northeast to nearly 2.4 pounds in the Pacific region, a difference of slightly more than one-half pound. On the other hand, there was a difference of about  $1\frac{1}{2}$  pounds of butter per person between the regions having the lowest and highest purchase rates.



Household purchases of margarine, at 1.9 pounds per person in the second quarter of 1957, were about 49 percent higher than the purchase rate for butter. There has been little change in the relationship of the April-June per capita purchase rates of margarine and butter since 1954. 7/

The average size of margarine purchase per buying family was about  $1\frac{1}{2}$  pounds in the second quarter of 1957, the same as 2 years earlier. Slight increases were reflected in all but the Pacific region. The average margarine purchase in April-June 1957 was 0.42 pounds larger than the average butter purchase. Consumers paid 26.5 cents per pound for margarine in April-June 1957, up about  $1\frac{1}{2}$  cents from 2 years earlier. Prices during the quarter ranged from 24.6 cents per pound in the Pacific to 28.0 cents in the Northeast region.

Among retail outlets, only those margarine purchases made at regional and local chains during April-June 1957 showed a gain--about 21 percent--from 2 years earlier. The purchase volume declined about 7 percent in national chains and nearly 3 percent in independents and in all other outlets from April-June 1955. Almost three-fourths of all margarine purchased for household use was bought in regional and local chain stores or in independent outlets in the second quarter of 1957. Consumers again reported paying the lowest prices for margarine and buying more per purchase at national chain stores. However, the average price paid at national chains rose 2 cents per pound from 2 years earlier while the average size of purchase decreased slightly.

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7/ It is estimated that home use of butter accounts for close to 70 percent of total use of creamery butter while margarine used at home accounts for 90 percent of total domestic use. In addition, substantial quantities of butter are still consumed on farms where produced.

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods

Quarter	Total fluid milk								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	23.92	23.02	22.66	29.59	29.31	29.53	26.80	26.16	25.28
July-Sept.....		23.30	22.38		28.60	28.28		26.31	25.10
Oct.-Dec.....		24.53	23.71		30.13	30.36		27.52	26.63
Jan.-Mar.....		24.63	23.87		30.01	30.23		27.94	27.18
	Fluid whole milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	22.55	21.67	21.53	28.56	28.39	28.65	25.36	24.72	24.21
July-Sept.....		22.00	21.18		27.66	27.31		24.98	23.89
Oct.-Dec.....		23.23	22.59		29.21	29.52		26.17	25.55
Jan.-Mar.....		23.25	22.69		28.98	29.44		26.51	25.98
	Fluid skim milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	1.37	1.35	1.13	1.03	.92	.88	1.44	1.44	1.07
July-Sept.....		1.30	1.20		.94	.97		1.33	1.21
Oct.-Dec.....		1.30	1.12		.92	.84		1.35	1.08
Jan.-Mar.....		1.38	1.18		1.03	.79		1.43	1.20

-Continued

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods (continued)

Quarter	Total fluid milk								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	13.13	11.88	11.51	20.89	19.73	18.97	28.95	27.37	27.11
July-Sept.....		12.72	12.02		21.13	18.53		27.54	27.26
Oct.-Dec.....		13.54	12.48		22.15	20.13		29.07	27.69
Jan.-Mar.....		13.71	12.41		21.67	21.22		29.12	27.83
	Fluid whole milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	11.89	10.62	10.50	19.53	18.38	17.79	26.54	24.92	24.90
July-Sept.....		11.52	10.91		19.77	17.36		25.21	25.17
Oct.-Dec.....		12.27	11.33		20.84	18.98		26.81	25.77
Jan.-Mar.....		12.42	11.30		20.19	19.83		26.88	25.69
	Fluid skim milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	1.24	1.26	1.01	1.36	1.35	1.18	2.41	2.45	2.21
July-Sept.....		1.20	1.11		1.36	1.17		2.33	2.09
Oct.-Dec.....		1.27	1.15		1.31	1.15		2.26	1.92
Jan.-Mar.....		1.29	1.11		1.48	1.39		2.24	2.14

Table 2.--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3,726	3,516	3,400	1,282	1,251	1,225	1,195	1,140	1,091
July-Sept.....		3,555	3,370		1,221	1,188		1,149	1,080
Oct.-Dec.....		3,787	3,621		1,306	1,292		1,214	1,173
Jan.-Mar.....		3,820	3,639		1,304	1,280		1,243	1,185
		14,678	14,030		5,082	4,985		4,746	4,529
	South			Mountain-Southwest			Pacific		
Apr.-June.....	467	417	398	333	309	290	449	399	396
July-Sept.....		444	413		321	292		420	397
Oct.-Dec.....		475	431		346	318		447	407
Jan.-Mar.....		481	441		340	324		453	409
Total		1,817	1,683		1,316	1,224		1,719	1,609

Table 3.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.9	22.3	21.7	24.7	23.5	23.2	20.7	20.6	19.5
July-Sept.....		22.7	22.0		24.1	23.8		20.8	19.7
Oct.-Dec.....		23.1	22.4		24.8	24.3		21.1	20.0
Jan.-Mar.....		23.3	22.2		25.1	24.2		21.1	19.8
	South			Mountain-Southwest			Pacific		
Apr.-June.....	24.5	24.1	23.6	23.2	22.8	22.2	21.8	20.9	21.0
July-Sept.....		24.4	23.5		23.4	22.4		21.1	20.9
Oct.-Dec.....		24.6	23.9		23.7	22.7		21.8	20.8
Jan.-Mar.....		24.6	23.9		23.8	22.8		22.0	20.7

Table 4.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	267	226	207	419	368	296	940	906	1,016
July-Sept.....		231	193		385	283		928	1,025
Oct.-Dec.....		261	211		427	314		956	1,057
Jan.-Mar.....		258	237		436	320		965	1,052
Total		976	848		1,616	1,213		3,755	4,150
	House-to-house			All other outlets					
Apr.-June.....	1,843		1,774	1,691		257	242	190	
July-Sept.....			1,753	1,660			258	209	
Oct.-Dec.....			1,878	1,816			264	223	
Jan.-Mar.....			1,907	1,811			254	219	
Total			7,312	6,978			1,018	841	

Table 5.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.1	21.4	21.0	22.1	21.5	21.0	22.5	22.1	21.4
July-Sept.....		21.8	21.4		22.1	21.3		22.4	21.8
Oct.-Dec.....		22.5	22.0		22.5	21.8		22.9	22.1
Jan.-Mar.....		22.7	21.8		22.5	21.7		22.9	21.9
	House-to-house			All other outlets					
Apr.-June.....	24.0		23.1	22.5		19.0	18.7	18.7	
July-Sept.....			23.6	22.7			18.9	18.9	
Oct.-Dec.....			24.1	23.0			19.3	19.0	
Jan.-Mar.....			24.2	22.9			19.4	19.0	

Table 6.--Fluid whole milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	264.5	234.0	193.9	26.0	16.8	8.5	170.4	165.0	147.9
July-Sept.....		241.0	183.0		19.9	6.5		170.7	139.8
Oct.-Dec.....		266.1	210.1		23.9	9.2		186.4	160.4
Jan.-Mar.....		263.7	233.3		23.8	9.5		175.8	178.5
Total		1,004.8	820.3		84.4	33.7		697.9	626.6
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	1,368.8	1,063.6	660.5	187.4	109.4	28.7	595.3	503.4	367.3
July-Sept.....		1,163.0	682.4		127.4	29.8		527.3	374.4
Oct.-Dec.....		1,301.6	778.7		161.0	32.2		570.0	423.0
Jan.-Mar.....		1,358.1	834.1		172.2	40.1		603.0	444.2
Total		4,891.3	2,955.7		570.0	130.8		2,203.7	1,608.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	2,087.5	2,215.3	2,544.4	1,064.9	1,122.7	1,187.5	428.3	471.5	574.9
July-Sept.....		2,143.7	2,502.9		1,071.8	1,151.6		450.8	565.2
Oct.-Dec.....		2,216.7	2,629.1		1,119.9	1,250.3		456.7	589.2
Jan.-Mar.....		2,194.9	2,568.1		1,106.2	1,230.7		463.0	561.7
Total		8,770.6	10,244.5		4,420.6	4,820.1		1,842.0	2,291.0
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	28.0	17.3	10.4	23.3	22.5	18.3	16.8	12.4	8.8
July-Sept.....		19.1	10.2		19.6	17.1		11.7	9.4
Oct.-Dec.....		22.9	10.4		20.0	20.7		12.9	9.4
Jan.-Mar.....		24.9	15.3		24.0	21.7		15.2	8.3
Total		84.2	46.3		86.1	77.8		52.2	35.9
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	198.7	146.2	53.3	215.8	183.3	126.5	171.6	121.3	84.7
July-Sept.....		168.8	65.8		194.2	131.4		150.3	81.0
Oct.-Dec.....		187.9	85.4		212.7	144.7		170.0	93.4
Jan.-Mar.....		196.6	89.2		214.7	155.8		171.6	104.8
Total		699.5	293.7		804.9	558.4		613.2	363.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	240.0	252.8	334.3	94.0	102.7	145.1	260.3	265.6	302.6
July-Sept.....		256.0	336.4		106.9	143.3		258.2	306.4
Oct.-Dec.....		263.8	334.0		113.0	152.3		263.3	303.3
Jan.-Mar.....		258.9	334.1		100.7	146.5		266.1	295.1
Total		1,031.5	1,338.8		423.3	587.2		1,053.2	1,207.4



Table 7.--Fluid whole milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.4	18.3	17.0	17.2	15.4	14.1	18.6	18.8	17.2
July-Sept.....		18.4	17.1		16.8	14.9		18.7	17.3
Oct.-Dec.....		18.6	17.8		17.5	15.1		18.9	17.9
Jan.-Mar.....		18.8	17.8		18.1	14.1		18.9	17.9
	Half-gallon size								
Apr.-June.....	21.7	21.2	19.9	22.9	21.5	20.8	20.2	20.1	18.9
July-Sept.....		21.5	20.1		22.0	21.4		20.4	19.1
Oct.-Dec.....		22.0	20.6		23.3	22.2		20.7	19.6
Jan.-Mar.....		22.1	20.5		23.9	22.0		20.5	19.3
	Quart size								
Apr.-June.....	24.3	23.3	22.5	25.2	23.9	23.3	22.4	21.8	20.5
July-Sept.....		23.7	22.9		24.5	23.9		22.1	20.8
Oct.-Dec.....		24.4	23.2		25.2	24.5		22.6	20.9
Jan.-Mar.....		24.5	23.2		25.5	24.3		22.6	20.8
	Gallon size								
	South			Mountain-Southwest			Pacific		
Apr.-June.....	17.7	17.6	15.8	19.5	18.5	18.4	18.3	16.8	15.4
July-Sept.....		17.2	14.7		19.3	18.7		17.9	15.2
Oct.-Dec.....		17.6	19.9		18.8	18.6		17.6	15.0
Jan.-Mar.....		18.1	18.2		20.0	18.7		17.9	16.3
	Half-gallon size								
Apr.-June.....	23.9	22.9	21.3	23.2	23.2	21.9	21.2	20.1	20.0
July-Sept.....		23.4	21.1		23.6	22.2		20.3	20.0
Oct.-Dec.....		23.7	21.6		23.9	22.8		21.1	19.9
Jan.-Mar.....		23.9	21.8		24.0	22.9		21.3	19.9
	Quart size								
Apr.-June.....	25.9	25.2	24.2	24.0	23.1	22.9	22.5	21.5	21.4
July-Sept.....		25.6	24.2		23.8	23.0		21.7	21.3
Oct.-Dec.....		25.8	24.6		24.2	23.2		22.5	21.3
Jan.-Mar.....		25.8	24.7		24.3	23.2		22.7	21.1

Table 8.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	8.9	8.1	12.7	32.9	23.8	19.8	78.8	62.9	79.2
July-Sept.....		9.4	9.3		25.0	16.6		69.2	74.9
Oct.-Dec.....		10.9	10.7		29.9	18.3		77.6	80.8
Jan.-Mar.....		7.5	13.1		31.7	19.8		78.1	89.3
Total		35.9	45.8		110.4	74.5		287.8	324.2
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	163.3	123.9	75.1	221.2	163.9	87.8	444.6	365.4	244.5
July-Sept.....		134.0	75.4		179.0	91.3		409.4	253.7
Oct.-Dec.....		152.7	81.2		208.5	101.4		436.8	293.8
Jan.-Mar.....		158.2	92.3		220.1	106.3		449.2	321.8
Total		568.8	324.0		771.5	386.8		1,660.8	1,113.8
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	94.4	93.8	119.2	165.3	180.3	188.1	416.5	477.2	691.3
July-Sept.....		87.8	108.7		181.1	175.4		449.0	695.2
Oct.-Dec.....		97.8	119.3		188.1	193.8		441.7	681.8
Jan.-Mar.....		92.2	131.4		184.5	193.5		437.7	640.9
Total		371.6	478.6		734.0	750.8		1,805.6	2,709.2
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	83.7	87.9	49.3	60.2	51.3	32.9			
July-Sept.....		82.8	49.4		54.6	32.8			
Oct.-Dec.....		92.0	60.4		55.7	39.9			
Jan.-Mar.....		91.3	75.1		55.1	36.0			
Total		354.0	234.2		216.7	141.6			
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	446.9	328.4	207.9	92.8	82.0	45.2			
July-Sept.....		354.5	206.9		91.1	55.1			
Oct.-Dec.....		407.3	235.0		96.3	67.3			
Jan.-Mar.....		439.7	246.5		90.9	67.2			
Total		1,529.9	896.3		360.3	234.8			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	1,311.5	1,357.8	1,433.8	99.8	106.2	112.0			
July-Sept.....		1,315.4	1,403.2		110.4	120.4			
Oct.-Dec.....		1,378.7	1,519.3		110.4	114.9			
Jan.-Mar.....		1,375.8	1,489.0		104.7	113.3			
Total		5,427.7	5,845.3		431.7	460.6			

Table 9.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.3	16.5	17.1	17.7	16.8	16.7	18.3	18.1	16.7
July-Sept.....		17.7	17.8		17.4	16.8		18.5	16.7
Oct.-Dec.....		18.7	18.0		18.1	17.7		18.5	17.4
Jan.-Mar.....		18.5	17.9		18.4	17.7		18.5	17.4
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	21.3	20.9	19.7	21.4	20.9	19.6	21.7	21.5	20.0
July-Sept.....		21.2	19.9		21.5	19.9		21.8	20.3
Oct.-Dec.....		21.7	20.6		21.8	20.5		22.2	20.8
Jan.-Mar.....		21.9	20.3		21.8	20.3		22.2	20.6
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	23.9	22.5	22.2	23.7	22.7	22.1	24.1	23.2	22.4
July-Sept.....		23.3	22.8		23.3	22.5		23.6	22.9
Oct.-Dec.....		24.2	23.4		23.9	22.9		24.2	23.3
Jan.-Mar.....		24.5	23.1		24.0	22.8		24.4	23.2
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	20.5	20.2	19.2	16.1	16.2	14.7			
July-Sept.....		20.1	19.0		16.5	15.0			
Oct.-Dec.....		20.1	20.0		16.4	15.4			
Jan.-Mar.....		20.4	19.3		16.7	15.8			
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.6	21.9	20.6	18.7	18.0	17.7			
July-Sept.....		22.4	20.7		17.8	17.7			
Oct.-Dec.....		22.8	21.1		18.6	18.1			
Jan.-Mar.....		22.9	21.0		18.7	17.9			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	24.8	23.6	22.9	21.0	20.5	20.3			
July-Sept.....		24.1	23.1		20.9	20.5			
Oct.-Dec.....		24.7	23.4		21.3	20.7			
Jan.-Mar.....		24.9	23.4		21.4	20.6			

Table 10.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	226	219	179	46	41	38	68	67	48
July-Sept.....		210	191		42	42		61	54
Oct.-Dec.....		212	180		41	37		62	50
Jan.-Mar.....		226	190		46	35		67	55
Total		867	740		170	152		257	207
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	48	49	39	23	23	19	41	39	35
July-Sept.....		46	42		22	20		39	33
Oct.-Dec.....		49	44		22	19		38	30
Jan.-Mar.....		50	43		25	23		38	34
Total		194	168		92	81		154	132

Table 11.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.0	18.5	18.5	20.7	19.6	20.1	19.5	19.4	18.5
July-Sept.....		18.8	18.9		20.3	20.8		19.6	18.6
Oct.-Dec.....		19.3	18.9		21.0	20.8		19.8	19.0
Jan.-Mar.....		19.4	18.6		21.2	20.7		19.7	18.7
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.4	18.8	18.7	19.5	19.2	18.7	15.5	15.0	16.4
July-Sept.....		19.2	18.2		19.3	19.4		15.1	17.3
Oct.-Dec.....		19.6	18.5		19.8	20.3		15.7	16.2
Jan.-Mar.....		19.8	18.4		19.7	20.0		15.7	15.6

Table 12.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	19	17	13	38	32	19	51	54	56
July-Sept.....		18	14		32	21		49	59
Oct.-Dec.....		18	15		32	18		47	56
Jan.-Mar.....		18	16		37	20		52	60
Total		71	58		133	78		202	231
	House-to-house			All other outlets					
Apr.-June.....		103	101	81		15	14	10	
July-Sept.....			100	84			10	13	
Oct.-Dec.....			102	78			13	13	
Jan.-Mar.....			106	78			13	16	
Total			409	321			50	52	

Table 13.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.5	17.7	18.0	17.8	17.1	17.4	19.4	18.8	18.7
July-Sept.....		18.1	18.6		17.8	17.4		18.9	19.5
Oct.-Dec.....		18.9	18.7		18.4	18.2		19.6	19.1
Jan.-Mar.....		18.9	17.7		18.3	17.7		19.8	19.0
	House-to-house			All other outlets					
Apr.-June.....		19.9	19.4	19.2		14.9	14.8	15.0	
July-Sept.....			19.6	19.4			14.7	14.5	
Oct.-Dec.....			20.0	19.5			14.8	15.6	
Jan.-Mar.....			20.0	19.3			15.8	15.6	



Table 14.--Fluid skim milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	7.4	8.1	7.1	1.2	0.9	0.8	1.8	2.7	2.2
July-Sept.....		6.4	8.7		1.1	0.9		2.8	3.1
Oct.-Dec.....		6.1	5.9		1.1	0.3		2.3	2.1
Jan.-Mar.....		6.5	6.3		1.1	1.1		1.3	1.8
Total		27.1	28.0		4.2	3.1		9.1	9.2
	Half-gallon size								
Apr.-June.....	45.5	40.9	14.2	1.0	0.7	1.0	16.8	12.0	3.4
July-Sept.....		41.4	16.4		1.1	1.1		10.9	3.6
Oct.-Dec.....		44.1	15.0		1.4	0.4		14.3	1.9
Jan.-Mar.....		47.3	21.7		0.8	0.2		16.7	3.2
Total		173.7	67.3		4.0	2.7		53.9	12.1
	Quart size								
Apr.-June.....	172.9	169.2	157.2	43.8	39.1	36.0	48.9	51.6	42.5
July-Sept.....		161.5	165.4		39.4	40.0		47.2	47.6
Oct.-Dec.....		161.5	158.4		38.6	35.8		45.7	45.6
Jan.-Mar.....		172.2	161.1		44.3	32.9		49.3	49.9
Total		664.4	642.1		161.4	144.7		193.8	185.6
	Gallon size								
	South			Mountain-Southwest			Pacific		
Apr.-June.....	3.1	3.1	1.9	1.1	1.3	1.9	0.2	0.1	0.3
July-Sept.....		2.1	3.3		0.4	1.4		1/	--
Oct.-Dec.....		1.8	2.2		0.7	1.1		0.2	0.2
Jan.-Mar.....		2.8	1.9		1.0	1.5		0.3	--
Total		9.8	9.3		3.4	5.9		0.6	0.5
	Half-gallon size								
Apr.-June.....	11.2	11.1	3.1	9.6	9.1	3.2	6.9	8.0	3.5
July-Sept.....		11.7	4.5		10.4	3.9		7.3	3.3
Oct.-Dec.....		12.7	4.9		10.0	4.7		5.7	3.1
Jan.-Mar.....		13.8	5.9		10.1	7.2		5.9	5.2
Total		49.3	18.4		39.6	19.0		26.9	15.1
	Quart size								
Apr.-June.....	34.1	35.0	33.1	12.5	12.3	14.2	33.6	31.2	31.4
July-Sept.....		32.0	33.8		11.3	14.3		31.4	29.7
Oct.-Dec.....		34.4	36.6		11.1	13.5		31.7	26.9
Jan.-Mar.....		33.4	35.4		13.7	14.1		31.5	28.8
Total		134.8	138.9		48.4	56.1		125.8	116.8

1/ Less than .1

Table 15.--Fluid skim milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	10.5	11.3	10.9	1/	1/	1/	7.6	10.5	10.5
July-Sept.....		11.2	9.3		1/	1/		10.3	8.4
Oct.-Dec.....		12.6	11.5		1/	1/		13.5	12.0
Jan.-Mar.....		12.3	11.8		1/	1/		8.7	11.6
Half-gallon size									
Apr.-June.....	17.3	16.5	15.7	18.4	12.3	17.0	18.3	18.5	16.7
July-Sept.....		16.6	16.1		10.0	14.3		18.8	16.8
Oct.-Dec.....		17.4	16.7		17.9	16.4		18.3	16.4
Jan.-Mar.....		17.8	16.2		20.9	20.4		18.5	16.6
Quart size									
Apr.-June.....	19.8	19.3	19.1	20.9	19.9	20.3	20.3	20.0	19.1
July-Sept.....		19.6	19.6		20.8	21.1		20.3	19.4
Oct.-Dec.....		20.0	19.4		21.3	20.8		20.6	19.4
Jan.-Mar.....		20.1	19.2		21.4	20.8		20.4	19.1
Gallon size									
South			Mountain-Southwest			Pacific			
Apr.-June.....	10.0	11.9	9.8	13.2	10.6	11.5	1/	1/	1/
July-Sept.....		11.2	9.0		12.9	10.0		1/	1/
Oct.-Dec.....		11.2	10.9		11.3	9.7		1/	1/
Jan.-Mar.....		13.6	10.9		11.5	10.6		1/	1/
Half-gallon size									
Apr.-June.....	17.8	16.8	15.4	18.5	18.7	18.6	12.3	11.0	11.8
July-Sept.....		16.9	15.7		18.0	19.5		11.6	12.3
Oct.-Dec.....		17.6	15.7		18.6	20.5		12.5	12.6
Jan.-Mar.....		18.4	15.3		18.8	20.2		12.5	11.4
Quart size									
Apr.-June.....	20.8	19.9	19.4	20.8	20.6	19.7	16.2	16.0	17.0
July-Sept.....		20.5	19.4		20.7	20.3		15.9	17.8
Oct.-Dec.....		20.8	19.4		21.4	21.1		16.3	16.7
Jan.-Mar.....		20.9	19.3		20.9	20.9		16.3	16.3

1/ Too few purchases for analysis.

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1/	0.3	1/	0.4	0.8	0.2	1.2	1.8	2.6
July-Sept.....		0.1	0.2		0.4	0.3		2.0	2.7
Oct.-Dec.....		1/	0.6		0.4	0.2		1.1	1.6
Jan.-Mar.....		1/	0.2		0.5	0.2		1.3	1.1
Total		0.4	1.0		2.1	0.9		6.2	8.0
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	8.1	5.3	2.5	11.8	10.4	3.5	11.1	12.0	3.8
July-Sept.....		6.1	2.3		10.6	3.0		10.5	5.3
Oct.-Dec.....		6.2	2.3		11.1	2.7		9.2	5.6
Jan.-Mar.....		6.6	4.0		12.6	4.2		11.3	7.9
Total		24.2	11.1		44.7	13.4		43.0	22.6
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.1	11.7	10.8	25.4	20.8	15.5	38.5	40.2	48.9
July-Sept.....		12.0	11.4		21.1	17.5		36.4	50.8
Oct.-Dec.....		11.9	12.1		20.1	14.7		36.7	48.4
Jan.-Mar.....		11.1	12.1		24.1	15.5		39.3	50.6
Total		46.7	46.4		86.1	63.2		152.6	198.7
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	2.6	2.5	1.7	3.2	2.7	2.6			
July-Sept.....		2.5	2.0		1.4	3.5			
Oct.-Dec.....		2.7	1.1		1.9	2.4			
Jan.-Mar.....		2.7	1.0		2.0	3.8			
Total		10.4	5.8		8.0	12.3			
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.4	9.9	3.2	3.1	3.3	1.2			
July-Sept.....		11.5	4.0		2.7	1.8			
Oct.-Dec.....		14.1	2.6		3.5	1.8			
Jan.-Mar.....		13.5	3.3		3.3	2.3			
Total		49.0	13.1		12.8	7.1			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	89.2	88.7	76.3	8.7	7.8	5.7			
July-Sept.....		85.7	77.8		6.3	7.9			
Oct.-Dec.....		85.2	74.8		7.6	8.4			
Jan.-Mar.....		90.1	73.1		7.6	9.8			
Total		349.7	302.0		29.3	31.8			

1/ Less than .1

Table 17.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	1/	1/	1/	1/	8.9	7.3	11.0
July-Sept.....		1/	1/		1/	1/		8.1	9.1
Oct.-Dec.....		1/	1/		1/	1/		7.8	9.6
Jan.-Mar.....		1/	1/		1/	1/		8.5	9.7
	Half-gallon size								
	17.1	14.9	15.4	16.3	14.7	14.5	18.6	18.5	16.9
		15.0	15.0		16.3	13.7		18.4	17.7
		16.9	15.2		17.2	15.3		19.6	17.7
Jan.-Mar.....		17.4	13.1		17.1	15.1		19.9	17.7
	Quart size								
	19.4	18.9	18.6	18.4	18.4	18.1	20.0	19.3	19.1
		19.6	19.3		18.6	18.1		19.6	20.3
		19.9	19.4		19.2	18.9		19.9	19.6
Jan.-Mar.....		19.8	19.2		19.1	18.5		20.1	19.4
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	12.6	14.7	11.9	8.6	9.9	10.0			
Apr.-June.....		14.4	11.2		9.1	8.0			
July-Sept.....		16.6	12.3		9.5	10.5			
Oct.-Dec.....		15.7	11.9		10.0	12.0			
Jan.-Mar.....									
	Half-gallon size								
	17.8	17.2	16.6	15.1	15.3	13.3			
		16.6	17.0		13.5	14.5			
		17.5	19.3		12.9	13.6			
Jan.-Mar.....		17.7	19.3		14.8	14.2			
	Quart size								
	20.4	19.8	19.4	17.2	15.9	17.5			
		20.2	19.8		16.2	17.4			
		20.5	19.6		16.9	17.4			
Jan.-Mar.....		20.5	19.4		17.6	17.0			

1/ Too few purchases for analyses.

Table 18.--Nonfat dry Milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>
Apr.-June.....	12,053	12,590	10,190	4,545	4,600	5,230	5,561	6,040	4,330
July-Sept.....		11,370	9,330		3,810	4,540		5,080	4,230
Oct.-Dec.....		12,630	9,670		4,760	4,890		5,730	4,940
Jan.-Mar.....		12,670	13,010		5,540	5,000		5,770	5,640
Total		49,260	42,200		18,710	19,660		22,620	19,190
	Average price per pound for all purchases								
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June.....	39.7	40.0	38.7	38.5	38.9	38.4	39.0	38.9	36.9
July-Sept.....		39.5	37.0		38.4	37.2		37.7	36.3
Oct.-Dec.....		39.5	39.3		38.3	39.3		37.5	38.4
Jan.-Mar.....		39.9	40.4		38.5	40.1		38.0	40.5
	Average price per actual 1-pound unit purchases								
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June.....	37.4	36.2	36.6	36.5	35.8	37.3	34.9	35.9	37.4
July-Sept.....		35.3	35.0		35.1	35.8		34.2	35.5
Oct.-Dec.....		36.1	35.5		36.2	36.3		35.0	37.8
Jan.-Mar.....		36.7	36.7		35.5	36.9		37.1	37.4
	Percentage of all families buying								
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Apr.-June.....	23.3	27.5	22.9	19.7	19.8	20.0	21.5	26.5	20.3
July-Sept.....		23.7	20.1		18.3	17.3		22.9	19.5
Oct.-Dec.....		27.4	23.7		23.0	22.5		22.1	22.2
Jan.-Mar.....		28.2	29.4		22.8	22.9		24.7	27.5



Table 18.--Nonfat dry milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>	<u>1,000</u> <u>pounds</u>
Apr.-June.....	41,911	42,120	34,160	10,528	10,630	8,300	9,224	8,260	6,100
July-Sept.....		39,120	31,400		10,530	7,990		8,330	5,260
Oct.-Dec.....		40,310	34,300		9,120	8,940		8,070	5,860
Jan.-Mar.....		42,760	42,710		9,560	10,460		9,220	8,600
Total		164,310	142,570		39,840	35,690		33,880	25,820
	Average price per pound for all purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	40.4	39.7	37.7	41.6	39.0	35.9	41.6	41.1	38.2
July-Sept.....		39.3	36.2		38.4	35.0		41.5	35.7
Oct.-Dec.....		39.3	38.9		38.6	37.7		41.6	40.0
Jan.-Mar.....		39.5	40.3		38.9	38.4		40.9	42.6
	Average price per actual 1-pound unit purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	37.5	35.5	36.0	37.0	34.2	34.4	38.6	35.9	35.5
July-Sept.....		35.2	34.2		34.4	32.8		36.5	33.3
Oct.-Dec.....		36.0	35.5		35.0	34.3		37.1	35.7
Jan.-Mar.....		36.2	35.9		34.7	33.9		36.5	36.3
	Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June.....	19.8	21.9	17.8	19.7	22.8	17.0	16.8	16.3	13.3
July-Sept.....		19.8	15.9		20.8	16.2		15.6	10.8
Oct.-Dec.....		21.6	19.5		20.9	18.4		17.6	15.5
Jan.-Mar.....		22.6	24.1		21.1	23.3		19.4	20.2

-Continued

Table 19.--Nonfat dry milk: Purchases per 1,000 capita, average size of purchase, and purchases per buying family, U. S. and by regions, 13-week periods

Quarter	Purchases per 1,000 population								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	253.6	260.7	216.3	234.6	241.3	194.2	195.8	178.5	135.5
July-Sept.....		244.2	197.3		242.1	183.7		182.4	116.3
Oct.-Dec.....		250.0	214.0		206.2	204.3		175.3	127.7
Jan.-Mar.....		265.1	266.3		217.4	240.5		200.7	188.5
Average size of purchase per buying family									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.9	20.0	21.4	21.6	18.9	21.8	22.5	17.9	19.2
July-Sept.....		20.5	22.8		21.0	22.4		18.9	20.9
Oct.-Dec.....		21.5	20.4		19.4	21.0		18.3	16.7
Jan.-Mar.....		21.4	18.8		19.4	18.6		20.0	16.1
Purchases per buying family									
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	2.86	3.17	3.16	2.86	2.94	2.93	2.68	3.13	2.65
July-Sept.....		3.17	3.03		2.86	2.85		3.14	2.52
Oct.-Dec.....		2.86	2.86		2.66	2.73		2.76	2.55
Jan.-Mar.....		2.91	3.12		2.73	2.90		2.63	2.97
Purchases per 1,000 population									
	South			Mountain-Southwest			Pacific		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	306.9	323.9	268.7	266.3	280.4	320.8	328.5	378.9	272.2
July-Sept.....		293.3	246.4		231.4	270.2		321.2	271.6
Oct.-Dec.....		325.9	253.9		291.2	292.3		361.3	312.7
Jan.-Mar.....		328.7	333.5		327.0	305.7		362.0	354.8
Average size of purchase per buying family									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.2	19.9	19.9	26.7	22.4	23.6	28.0	22.0	24.6
July-Sept.....		19.4	22.1		22.2	25.6		23.2	24.0
Oct.-Dec.....		21.2	19.8		24.6	22.7		25.6	21.8
Jan.-Mar.....		19.9	19.1		24.5	20.8		25.9	19.7
Purchases per buying family									
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	3.49	3.65	3.70	2.60	3.29	3.60	2.52	3.01	2.64
July-Sept.....		3.91	3.61		2.93	3.33		2.77	2.56
Oct.-Dec.....		3.44	3.31		2.64	2.99		2.96	2.99
Jan.-Mar.....		3.64	3.65		3.02	3.30		2.62	3.07

Table 20.--Nonfat dry milk: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains			Regional and local chains			Independent grocers			All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	13,746	14,230	11,600	14,597	12,060	10,240	12,639	14,260	11,110	929	1,570	1,220
July-Sept.....		12,730	11,280		12,580	8,730		12,790	10,170		1,020	1,220
Oct.-Dec.....		11,640	11,940		14,760	10,700		13,060	10,500		850	1,160
Jan.-Mar.....		11,770	14,800		15,000	11,830		14,890	14,560		1,100	1,520
Total		50,370	49,620		54,400	41,500		55,000	46,340		4,540	5,120
Average size of purchase												
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	25.9	22.9	24.8	23.4	19.7	20.4	22.7	18.0	19.5	21.8	22.7	25.4
July-Sept.....		22.5	25.9		21.6	21.6		18.4	21.4		21.7	23.4
Oct.-Dec.....		22.4	24.5		21.6	19.3		20.9	18.2		20.5	22.1
Jan.-Mar.....		21.7	22.0		22.1	17.8		20.7	17.1		20.5	21.6
Average price per pound for all purchases												
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	38.7	36.2	34.2	40.8	40.0	38.4	41.8	42.9	40.3	38.2	40.3	40.0
July-Sept.....		35.9	33.2		39.3	36.4		42.4	38.9		40.6	39.4
Oct.-Dec.....		36.8	35.5		39.1	39.4		41.6	42.3		40.3	37.8
Jan.-Mar.....		36.9	36.5		39.1	40.4		41.8	44.0		39.9	41.7
Average price per actual 1-pound unit purchases												
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	34.9	32.9	32.7	39.3	36.9	36.8	39.4	38.2	39.3	38.3	38.6	39.9
July-Sept.....		32.8	31.9		37.0	34.9		37.5	36.6		39.3	39.9
Oct.-Dec.....		33.7	32.9		37.0	36.7		38.0	38.1		38.5	39.0
Jan.-Mar.....		33.9	33.4		36.7	36.4		38.7	39.0		37.5	40.1

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States				Northeast				North Central			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	210.3	204.4	202.1	185.4	76.9	76.2	75.8	71.4	87.5	84.2	84.7	75.6
July-Sept.....		205.0	194.8	187.4		74.2	72.1	71.1		85.7	82.1	77.5
Oct.-Dec.....		224.5	223.2	214.0		82.4	83.3	79.6		91.3	92.5	90.1
Jan.-Mar.....		220.4	218.7	209.3		82.9	83.7	78.8		89.7	89.4	87.5
Total		854.3	838.8	796.1		315.7	314.9	300.9		350.9	348.7	330.7
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	70.0	68.2	66.8	66.1	71.5	69.7	68.2	67.7	68.2	66.5	65.0	64.1
July-Sept.....		68.7	66.9	66.1		70.3	68.6	67.7		67.2	65.1	64.1
Oct.-Dec.....		70.7	67.8	68.4		72.6	69.2	70.1		68.9	66.0	66.5
Jan.-Mar.....		70.6	67.8	67.8		72.1	69.1	69.1		68.9	66.1	65.9
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.12	1.10	1.09	1.09	1.03	1.02	1.00	1.00	1.28	1.27	1.28	1.25
July-Sept.....		1.10	1.09	1.09		1.01	1.00	1.00		1.26	1.26	1.25
Oct.-Dec.....		1.11	1.11	1.10		1.02	1.02	1.00		1.28	1.29	1.28
Jan.-Mar.....		1.11	1.10	1.09		1.03	1.02	1.00		1.27	1.26	1.27
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,272	1,260	1,251	1,174	1,714	1,729	1,720	1,669	1,858	1,824	1,829	1,679
July-Sept.....		1,269	1,216	1,178		1,681	1,659	1,635		1,864	1,796	1,715
Oct.-Dec.....		1,377	1,385	1,335		1,843	1,882	1,819		1,969	2,010	1,961
Jan.-Mar.....		1,342	1,356	1,305		1,843	1,903	1,810		1,912	1,946	1,918

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased											
	South				Mountain-Southwest				Pacific			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	14.2	14.0	13.1	12.6	9.3	8.4	8.8	7.5	22.4	21.6	19.7	18.3
July-Sept.....		13.7	12.6	12.5		8.5	8.4	7.5		22.9	19.6	18.8
Oct.-Dec.....		15.8	15.7	14.8		9.8	9.3	9.0		25.1	22.4	20.5
Jan.-Mar.....		14.7	14.6	14.2		9.7	9.0	9.0		23.5	22.0	19.8
Total		58.2	56.0	54.1		36.4	35.5	33.0		93.1	83.7	77.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	72.1	70.2	69.2	69.1	74.8	72.6	69.8	69.1	68.0	66.5	66.0	65.1
July-Sept.....		70.6	68.7	69.2		72.9	70.3	69.2		66.5	65.8	64.7
Oct.-Dec.....		72.1	70.1	70.9		74.9	71.8	71.3		68.0	66.2	66.9
Jan.-Mar.....		72.8	69.9	69.8		75.6	71.9	72.0		68.7	66.3	67.3
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	0.90	0.89	0.87	0.84	1.04	1.04	1.02	1.07	1.07	1.04	1.02	1.05
July-Sept.....		0.87	0.87	0.85		1.06	1.03	1.05		1.05	1.04	1.04
Oct.-Dec.....		0.92	0.91	0.87		1.03	1.04	1.04		1.09	1.05	1.02
Jan.-Mar.....		0.90	0.90	0.87		1.01	1.03	1.02		1.07	1.04	1.03
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	362	358	338	333	543	499	538	461	1,322	1,347	1,235	1,150
July-Sept.....		354	325	332		526	507	445		1,373	1,242	1,189
Oct.-Dec.....		409	407	389		592	571	538		1,509	1,411	1,299
Jan.-Mar.....		378	379	365		575	533	549		1,396	1,380	1,243



Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains				Regional and local chains				Independent grocers			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	44.4	41.2	41.0	37.1	66.7	62.2	58.1	52.2	66.5	68.4	70.7	67.6
July-Sept.....		40.4	40.3	36.5		63.5	55.0	53.9		68.9	69.4	66.8
Oct.-Dec.....		44.6	44.7	41.2		71.8	66.9	61.1		73.2	77.8	76.5
Jan.-Mar.....		44.8	44.4	41.9		70.9	65.3	59.9		71.9	75.2	74.4
Total		171.0	170.4	156.7		268.4	245.3	227.1		282.4	293.1	285.3
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	68.8	67.5	65.6	65.0	69.6	67.9	66.2	65.4	71.5	69.3	68.1	67.3
July-Sept.....		68.0	66.1	65.1		68.4	66.5	65.4		69.8	68.2	67.1
Oct.-Dec.....		70.2	66.8	68.0		70.6	67.3	68.1		71.8	69.0	69.3
Jan.-Mar.....		69.8	66.9	66.8		70.4	67.2	67.3		71.9	69.1	68.9
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.05	1.03	1.01	1.02	1.05	1.02	1.02	1.04	1.07	1.05	1.06	1.06
July-Sept.....		1.02	1.01	1.01		1.02	1.00	1.03		1.06	1.05	1.05
Oct.-Dec.....		1.05	1.03	0.99		1.04	1.04	1.05		1.08	1.07	1.06
Jan.-Mar.....		1.04	1.03	1.00		1.03	1.03	1.03		1.08	1.06	1.07

Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods (Continued)

Quarter	Total quantity purchased							
	House-to-house				Other outlets			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	12.0	9.5	9.7	9.8	20.7	23.1	22.6	18.9
July-Sept.....		10.0	7.8	10.5		22.2	22.3	19.7
Oct.-Dec.....		11.5	9.5	12.5		23.4	24.3	22.7
Jan.-Mar.....		13.1	9.5	12.4		19.8	24.3	20.7
Total		44.1	36.5	45.2		88.5	93.5	82.0
	Average price paid per pound							
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	74.0	72.3	71.1	70.7	66.4	65.4	64.3	63.7
July-Sept.....		72.3	69.9	70.4		65.6	64.3	63.7
Oct.-Dec.....		73.8	71.6	71.9		66.5	65.1	64.9
Jan.-Mar.....		74.0	71.8	71.8		66.6	65.0	64.9
	Average size of purchase							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.17	1.11	1.11	1.07	1.81	1.72	1.68	1.59
July-Sept.....		1.14	1.12	1.09		1.74	1.64	1.62
Oct.-Dec.....		1.13	1.13	1.12		1.79	1.69	1.66
Jan.-Mar.....		1.14	1.11	1.13		1.83	1.69	1.66



Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	71.3	64.7	53.8	38.2	37.0	32.8	39.8	42.4	38.2
July-Sept.....		64.5	53.9		35.0	31.3		37.9	36.6
Oct.-Dec.....		72.1	67.6		39.5	40.3		41.5	43.5
Jan.-Mar.....		72.3	69.3		40.0	42.3		39.5	44.1
Total.....		273.6	244.6		151.5	146.7		161.3	162.4
	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.5	24.7	26.1	25.2	23.3	25.7	24.6	22.5	24.1
July-Sept.....		24.7	26.5		24.0	25.8		22.6	24.0
Oct.-Dec.....		24.3	25.6		23.5	24.7		22.3	23.3
Jan.-Mar.....		23.9	25.4		23.4	24.2		21.3	22.8
	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.38	1.36	1.31	1.49	1.47	1.42	1.80	1.84	1.68
July-Sept.....		1.35	1.29		1.43	1.39		1.81	1.70
Oct.-Dec.....		1.39	1.34		1.50	1.43		1.84	1.77
Jan.-Mar.....		1.39	1.33		1.51	1.46		1.88	1.80
	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,815	1,664	1,418	2,237	2,255	2,011	2,352	2,664	2,398
July-Sept.....		1,664	1,425		2,129	1,864		2,396	2,318
Oct.-Dec.....		1,859	1,775		2,418	2,409		2,620	2,755
Jan.-Mar.....		1,875	1,776		2,361	2,590		2,479	2,770

Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	313.8	303.4	274.4	80.7	82.4	76.2	83.9	76.9	73.4
July-Sept.....		285.1	268.4		75.1	75.3		72.6	71.3
Oct.-Dec.....		326.0	331.1		87.1	91.4		85.8	88.3
Jan.-Mar.....		317.9	332.4		85.1	89.7		81.0	87.0
Total.....		1,232.4	1,206.3		329.7	332.6		316.3	320.0
	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	26.5	24.9	26.4	28.0	26.1	27.4	27.5	25.7	27.2
July-Sept.....		25.0	26.9		26.4	28.1		25.4	27.9
Oct.-Dec.....		24.7	25.8		26.2	26.8		25.2	26.7
Jan.-Mar.....		24.4	25.7		25.8	27.2		25.4	26.5
	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.54	1.54	1.45	1.55	1.53	1.43	1.59	1.55	1.43
July-Sept.....		1.51	1.44		1.53	1.43		1.54	1.43
Oct.-Dec.....		1.56	1.49		1.58	1.50		1.59	1.47
Jan.-Mar.....		1.57	1.50		1.59	1.48		1.59	1.49
	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,899	1,878	1,737	1,799	1,871	1,783	1,780	1,660	1,629
July-Sept.....		1,779	1,687		1,727	1,732		1,588	1,576
Oct.-Dec.....		2,022	2,066		1,969	2,089		1,864	1,923
Jan.-Mar.....		1,970	2,072		1,935	2,061		1,763	1,907

- Continued

Table 24--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers			All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	78.9	84.9	77.3	115.4	95.5	82.2	110.7	113.9	106.7	1/8.8	2/9.1	3/ 8.2
July-Sept.....		77.7	74.8		91.6	81.5		107.5	104.4		2/8.3	3/ 7.7
Oct.-Dec.....		88.8	92.8		107.0	103.9		121.3	125.9		2/8.9	3/ 8.5
Jan.-Mar.....		83.5	91.7		106.8	104.1		118.2	126.6		2/9.4	3/10.0
Total		334.9	336.6		400.9	371.7		460.9	463.6		4/35.7	5/34.4
Average price paid per pound												
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.1	23.1	24.8	26.0	23.9	25.5	27.9	26.7	28.1	28.9	27.9	29.3
July-Sept.....		23.3	25.1		24.0	26.0		26.8	28.6		27.9	28.8
Oct.-Dec.....		23.0	23.8		23.8	24.9		26.4	27.9		27.7	28.7
Jan.-Mar.....		22.9	23.9		23.6	24.7		26.0	27.6		27.4	28.8
Average size of purchase												
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.62	1.66	1.54	1.56	1.56	1.45	1.49	1.45	1.39	1.48	1.48	1.41
July-Sept.....		1.60	1.54		1.54	1.45		1.44	1.37		1.42	1.35
Oct.-Dec.....		1.68	1.60		1.58	1.51		1.48	1.41		1.43	1.39
Jan.-Mar.....		1.67	1.60		1.59	1.52		1.50	1.42		1.46	1.46

1/ Includes house-to-house purchases of 2.1 million pounds in April-June.

2/ Includes house-to-house purchases of 1.5 million pounds in April-June, 1.0 in July-September, 1.4 in October-December, and 1.7 million pounds in January-March.

3/ Includes house-to-house purchases of 1.7 million pounds in April-June, 1.4 in July-September, 2.0 in October-December, and 2.2 million pounds in January-March.

4/ Includes house-to-house purchases of 5.6 million pounds.

5/ Includes house-to-house purchases of 7.3 million pounds.



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